



## Human Services, Welfare and Equity

The Ipsos-Eureka Social Research Institute specialises in assisting government bodies to provide optimum service to their clients. Our toolbox of proven methodologies allows us to effectively assess key drivers of satisfaction and dissatisfaction among customers, and provide strategic recommendations to improve service delivery.

Complex problems require strategic responses that transcend the usual boundaries between government agencies and different levels of government. This is particularly true in the case of issues faced by our human services portfolio. Research consultants at the Ipsos-Eureka Social Research Institute have experience operating within a 'whole of government' framework and providing timely and effective advice.

We have extensive experience in consulting with cross-sections of the community, including those hard-to-reach, such as the elderly, the long term unemployed, people with physical and psychological disabilities, and carers.

### What we provide

Strategic research: We use various methods for accessing stakeholder opinion and detailed descriptions of personal experiences to improve understanding of customer experience, including:

- in-depth interviews
- discussion groups
- expert workshops
- stakeholder consultations
- surveys (in person, online, phone)
- citizen engagement and deliberative research methodologies

We also are proficient in:

- literature reviews
- program/policy evaluation
- policy/strategy development
- conducting clinics to assess usability of information and services
- high quality reportage

Areas of research experience related to human services include:

- campaign/materials pilot testing
- campaign awareness
- accessibility
- service satisfaction
- communication channels
- service development

### Clients

Our clients include local, state and commonwealth government departments and agencies, public and private services, consumer groups and peak bodies. Some of our clients include: *Centrelink, Department of Health and Ageing, Department of Education, Employment and Workplace Relations, Department of Families, Housing, Community Services and Indigenous Affairs, NSW Health and Victorian Department of Human Services.*

### Case study - Centrelink

As a member of Centrelink's market research panel over the last seven years (and now a member of the Child Support Agency panel) the Ipsos-Eureka Social Research Institute has completed over 50 research projects. A recent example is the qualitative and quantitative research we conducted to support communications about changes to family payments. This project adopted a flexible approach, testing a range of print, audio and online content, and advising on methods to maximise readability, clarity and appropriateness.

### Expertise

Our consultants possess relevant tertiary qualifications and extensive experience in human services. Where there is a need to supplement our capacity or skills in order to undertake a particular project, we employ highly specialised experts who are based across Australia, including regional and rural areas.

### Our portfolio leader

**Emma Rowland**  
[emma.rowland@ipsos.com](mailto:emma.rowland@ipsos.com)

Emma is a dedicated social researcher, having spent the majority of her career working with Government and not-for-profit organisations. She is proficient in a wide range of qualitative and quantitative techniques, with a particular emphasis on advanced statistical methods for finding the 'story' in the data.

Emma is currently studying a Masters degree in Statistics and Operations Research from RMIT, and has a Psychology degree (first class honours) from the ANU. She is an active member of the Australian Market and Social Research Society and a Qualified Practising Market Researcher.

Offices in Canberra, Sydney, Melbourne and Brisbane

Up close we see  
certain details.  
But when we step  
back we discover  
something else.

